

Abstract of the Disclosure

5 An entertainment receiver is tuned in response to at least one signal indicative of preferred program content type for a user of the receiver. In response to received and detected program content type, program content type of plural program sources received by the receiver is determined. The program content type of the plural received program sources is compared with the stored signal indicative of preferred program content type for a user of the receiver. The receiver is activated so a received program source with the preferred program content type is presented to the user.